

Survey Pilot Procedures School Nutrition and Physical Activity Survey

Here's how I typically conduct a survey pilot. It can be done individually or with small groups. Feel free to reword or modify questions, as appropriate. The important thing is that people have the chance to express their impressions of the survey in their own words.

1. Briefly introduce the survey, by telling why we are conducting, what we plan to do with the information and why this is important. SEE LETTER FOR INFORMATION.
 - Explain how the survey will actually look (IT WILL BE IN A BOOKLET FORMAT- A TOTAL OF FOUR PAGES -11 X 17 PAGE DOUBLE SIDED AND FOLDED IN HALF). There school or SFA label will be on the survey to track the surveys so we can identify the model schools from the survey to feature them in the future for their nutrition/physical activity practices.
 - How they will receive it (IT WILL BE MAILED OUT IN THE MIDDLE OF APRIL WITH A SELF ADDRESSED, POSTAGE PAGE RETURN ENVELOPE), and
 - Who else will get it (ALL PRINCIPALS OR SUPERVISING TEACHERS WILL GET ADMINISTRATOR SURVEY. We are planning to send them to all school principals even if they don't have a school nutrition programs. ALL SFA MANAGERS (WITH EXCEPTION OF RCCIS) WILL GET SFA MANAGER SURVEY). We are planning to send them to milk only schools.
2. Sit with the person while they complete the survey. Note the following:
 - amount of time it takes to complete (compare this with the time indicated in survey instructions- we are estimating it to take about 15 minutes)
 - any items about which the participant asks questions or seeks clarification.
 - any comments the participant makes while completing the survey – note both positive and negative comments
3. Don't interrupt the participant while they are completing the survey, but answer any questions they have to the best of your ability. Busy yourself with something, so it doesn't seem like you're staring at them while they work.
4. After the survey is completed, ask the following questions (as appropriate). It should flow naturally, more like a conversation than an interview. SEE NEXT PAGE FOR SPACE TO RECORD RESPONSES.
 - What was your overall impression of the survey? Were the questions what you expected, given the topic? Is it one that you would be likely to complete on your own? Do you think others are likely to complete the survey?
 - Were the items easy to read and understand? Was any of the wording confusing? Which items were most difficult to answer and why? Review the items individually and ask participant what she/he thought it was asking – then explain what “we” meant if there is a difference. Ask for some rewording suggestions.
 - Were there items that should have been on the survey, but weren't? Did you have the opportunity to tell us what you thought we should know about your program?
 - Do you have any other suggestions for improving the survey?

5. Thank the participant for their help. Explain again how we plan to use the information and why their help was so important. Indicate that they will receive another survey in the mail and ask them to complete it again, since this time was just a pilot.

4. After the survey is completed, ask the following questions (as appropriate). **It should flow naturally, more like a conversation than an interview.**

- What was your overall impression of the survey?
- Were the questions what you expected, given the topic?
- Is it one that you would be likely to complete on your own?
- Do you think others (principals or school food authority managers) are likely to complete the survey?
- Were the items easy to read and understand?
- Was any of the wording confusing?
- Which items were most difficult to answer and why?
- Review the items individually and ask participant what she/he thought it was asking – then explain what “we” meant if there is a difference. Ask for some rewording suggestions.
- Were there items that should have been on the survey, but weren't?
- Did you have the opportunity to tell us what you thought we should know about your program?
- Do you have any other suggestions for improving the survey?